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enclosed) is being deposited with the U.S. Postal Service on the date shown
below with sufficient postage as First Class Mail, in an envelope addressed to:
MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA
22313-1450.

Dated: March 16, 2006

Signature: Edith Sillman
(Edith Sillman)

Docket No.: 63668(49338)
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Christoph Deutsch

Application No.: 10/541,312

Confirmation No.: 8063

Filed: July 1, 2005

Art Unit: 2854

For: PERSONALIZATION OF PRINTED
ITEMS, ESPECIALLY SUBSCRIPTION
NEWSPAPERS/MAGAZINES

Examiner: Not Yet Assigned

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT (IDS)

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In accordance with 37 CFR 1.97, Applicant(s) hereby make of record the following additional documents. A Form PTO-1449 and a full copy of each of the documents required under 37 CFR 1.98(a)(2) accompany this statement.

Applicant(s) have become aware of the following documents, cited in a European Search Report issued September 8, 2003, during the prosecution of international application no. DE 103 00 071.2, which corresponds to the above referenced application, and in accordance with 37 CFR 1.97(c) and (e)(1) or (b)(3), hereby submit(s) these documents for the Examiner's consideration. These documents are cited on the enclosed Form PTO-1449, and a copy of the European Search Report and of each document required under 37 CFR 1.98(a)(2) cited thereon are enclosed as well.

This statement is not to be interpreted as a representation that the cited documents are material, that an exhaustive search has been conducted, or that no other relevant information exists. Nor shall the citation of any document herein be construed *per se* as a representation that such document is prior art. Moreover, Applicant(s) understand(s) the Examiner will make an independent evaluation of the cited documents.

This Information Disclosure Statement is filed before the mailing date of a first Office Action on the merits as far as is known to the undersigned (37 CFR 1.97(b)(3)).

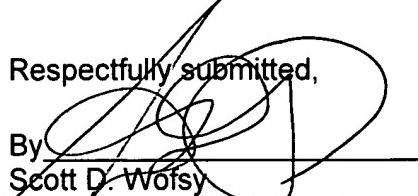
Furthermore, in accordance with 37 CFR 1.704(d), Applicant(s) note(s) that to our knowledge this communication was not received by any individual designated in 1.56(c) more than thirty days prior to the filing of this statement.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 04-1105, under Order No. 63668(49338). A duplicate copy of this paper is enclosed.

Dated: March 16, 2006

Respectfully submitted,

By

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PTO/SB/08a/b (07-05)

Approved for use through 07/31/2006. OMB 0651-0031

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Substitute for form 1449A/B/PTO				Complete if Known	
				Application Number	10/541,312
				Filing Date	July 1, 2005
				First Named Inventor	Christoph Deutsch
				Art Unit	2854
				Examiner Name	Not Yet Assigned
Sheet	1	of	1	Attorney Docket Number	63668(49338)

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)			
AA	US Patent 6,178,411	01.23.2001	Reiter, Joshua J.	See Search Report	
AB	US2002/046089 A1	04.18.2002	Zorn, Richard C.	See Search Report	

FOREIGN PATENT DOCUMENTS					
Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ³ -Number ⁴ -Kind Code ⁵ (if known)			
BA	EP 0 527 552 A3	02.17.1993	Moore Business Forms, Inc.	See Search Report	
BB	EP 0 527 552 B1	02.17.1993	Moore Business Forms, Inc.	See Search Report	
BC	DE 43 22 803 C2	09.10.1998	Mohndruck Graphische Betriebe GmbH	See Abstract and Search Report	
BD	DE 101 46 926 A1	04.24.2003	Annuscheit, Rainer et al.	See Abstract and Search Report	

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. ¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			
CA	European Search Report dated September 8, 2003 for DE 103 00 071.2				
CB	"Selective Binding" (leaflet) by Müller Martini Marketing AG				
	"Stitchmaster ST 400" (leaflet) by Heidelberger Druckmaschinen AG				
CC	International Preliminary Examination Report dated November 10, 2005				

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	Date Considered
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